Docket No.: 1214█████3001

CUSTOMER DATA COLLECTION

ABSTRACT

5   A method includes displaying a representation of a

customizable merchandise item on a marketing screen, the

screen having at least one response field for customer data

and at least one response field for a customization option,

receiving selection data from the customer, the selection data

10   usable for manufacturing the item, updating the displayed

representation based on the selection data and receiving a

customer response, the response representing customer data.

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